Company Tracking Number: 1030107R11

TOI: L071 Individual Life - Whole Sub-TOI: L071.201 Early Duration Reduced Benefit - Level

Premium - Any Policy Design

Product Name: 1030107R11

Project Name/Number: 1030107R11/1030107R11

Filing at a Glance

Company: American National Insurance Company

Product Name: 1030107R11 SERFF Tr Num: AMNA-127671489 State: Arkansas
TOI: L07I Individual Life - Whole SERFF Status: Closed-Approved-State Tr Num: 49964

Closed

Sub-TOI: L07I.201 Early Duration Reduced Co Tr Num: 1030107R11 State Status: Approved-Closed

Benefit - Level Premium - Any Policy Design

Filing Type: Form Reviewer(s): Linda Bird

Authors: Tyra Reed, Tobie Brink Disposition Date: 10/07/2011

Date Submitted: 10/06/2011 Disposition Status: Approved-

. Closed

Implementation Date Requested: Implementation Date:

State Filing Description:

General Information

Project Name: 1030107R11 Status of Filing in Domicile: Authorized

Project Number: 1030107R11 Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments:

Evaluation for Combination (Other)

Explanation for Combination/Other:

Submission Type: New Submission

Market Type: Individual Individual Market Type:

Overall Rate Impact: Filing Status Changed: 10/07/2011
State Status Changed: 10/07/2011

Deemer Date: Created By: Tobie Brink

Submitted By: Tobie Brink Corresponding Filing Tracking Number:

Filing Description: September 30, 2011

Arkansas Insurance Department Compliance] Life and Health 1200 West Third Street

Little Rock AR 72201]1904

RE: American National Insurance Company (NAIC: 60739 FEIN: 74-0484030) Filing Of:

Company Tracking Number: 1030107R11

TOI: L071 Individual Life - Whole Sub-TOI: L071.201 Early Duration Reduced Benefit - Level

Premium - Any Policy Design

Product Name: 1030107R11

Project Name/Number: 1030107R11/1030107R11

1030107R11 Application for Individual Graded Benefit Whole Life Insurance Policy

SERFF Tracking Number: AMNA-127671489 Company Tracking Number: 1030107R11

Dear Reviewer:

Please find attached the above referenced reinstatement application for your department's review and approval. This is a previously approved form and will replace 10301-07 approved on 12/7/2010 via SERFF Tracking Number AMNA-126890683.

1030107R11 is the application form. The recognized market where this application will be used is: direct mail and bank market. Applicants may also apply for this product via internet or by calling the telephone number provided in the mailed solicitation. Each process (online and telephone) uses an online process which walks the applicant through the application process. Screen prints for both processes are attached to the Supporting Documentation tab.

This application will be used with Form GBL10(10) approved 12/7/2010 via SERFF Tracking Number AMNA-126890683.

Additional information/supporting documentation included in this submission is as follows:

- Statement of Variability
- Certificate of Readability
- -Payment of any required filing fee
- -Any requirement for a third party authorization has been bypassed, as this is not a third-party filing.

Sincerely,

Tobie Brink Life Policy Analyst III

Company and Contact

Filing Contact Information

Tobie Brink, Project Coordinator Tobie.Brink@ANICO.com

One Moody Plaza 409-763-1112 [Phone] 4165 [Ext]

Actuarial Product Development 409-766-6933 [FAX]

14th Floor

Company Tracking Number: 1030107R11

TOI: L071 Individual Life - Whole Sub-TOI: L071.201 Early Duration Reduced Benefit - Level

Premium - Any Policy Design

Product Name: 1030107R11

Project Name/Number: 1030107R11/1030107R11

Galveston, TX 77550

Filing Company Information

American National Insurance Company CoCode: 60739 State of Domicile: Texas

One Moody Plaza Group Code: 408 Company Type:
Galveston, TX 77550 Group Name: State ID Number:

(409) 763-4661 ext. [Phone] FEIN Number: 74-0484030

Filing Fees

Fee Required? Yes

Fee Amount: \$100.00 Retaliatory? Yes

Fee Explanation: Texas is the domicile state. Forms filed separately from the policy and subject to

review/approval is 100.00. All retaliatory fees are based on Texas' fees.

Per Company: No

COMPANY AMOUNT DATE PROCESSED TRANSACTION #

American National Insurance Company \$100.00 10/06/2011 52539612

 SERFF Tracking Number:
 AMNA-127671489
 State:
 Arkansas

 Filing Company:
 American National Insurance Company
 State Tracking Number:
 49964

Company Tracking Number: 1030107R11

TOI: L071 Individual Life - Whole Sub-TOI: L071.201 Early Duration Reduced Benefit - Level

Premium - Any Policy Design

Product Name: 1030107R11

Project Name/Number: 1030107R11/1030107R11

Correspondence Summary

Dispositions

Status Created By Created On Date Submitted

Approved- Linda Bird 10/07/2011 10/07/2011

Closed

Amendments

Schedule Schedule Item Name Created By Created On Date Submitted

Supporting Online and Telephone Screens Tobie Brink 10/07/2011 10/07/2011

Document

Company Tracking Number: 1030107R11

TOI: L071 Individual Life - Whole Sub-TOI: L071.201 Early Duration Reduced Benefit - Level

Premium - Any Policy Design

Product Name: 1030107R11

Project Name/Number: 1030107R11/1030107R11

Disposition

Disposition Date: 10/07/2011

Implementation Date: Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

Company Tracking Number: 1030107R11

TOI: L071 Individual Life - Whole Sub-TOI: L071.201 Early Duration Reduced Benefit - Level

Premium - Any Policy Design

Product Name: 1030107R11

Project Name/Number: 1030107R11/1030107R11

Schedule	Schedule Item	Schedule Item Status Public Access
Supporting Document	Flesch Certification	Yes
Supporting Document	Application	No
Supporting Document	Life & Annuity - Acturial Memo	No
Supporting Document	Cover Letter	Yes
Supporting Document	Statement of Variability	Yes
Supporting Document (revised)	Online and Telephone Screens	Yes
Supporting Document	Online and Telephone Screens	Yes
Form	Application for Individual Graded Benefit	Yes

Whole Life Insurance Policy

Company Tracking Number: 1030107R11

TOI: L071 Individual Life - Whole Sub-TOI: L071.201 Early Duration Reduced Benefit - Level

Premium - Any Policy Design

Product Name: 1030107R11

Project Name/Number: 1030107R11/1030107R11

Amendment Letter

Submitted Date: 10/07/2011

Comments:

Good morning! Please find that the telephone screens were added. They were inadvertently left off at submission time.

Thanks!

Changed Items:

Supporting Document Schedule Item Changes:

User Added -Name: Online and Telephone Screens

Comment:

Part 1 1030107R11-AR - Online Screens.pdf Part 2 1030107R11-AR - Online Screens.pdf GBL 10301-AR - Telephone Screens.pdf

Company Tracking Number: 1030107R11

TOI: L071 Individual Life - Whole Sub-TOI: L071.201 Early Duration Reduced Benefit - Level

Premium - Any Policy Design

Product Name: 1030107R11

Project Name/Number: 1030107R11/1030107R11

Form Schedule

Lead Form Number:

Schedule	Form	Form Type	Form Name	Action	Action Specific	Readability	Attachment
Item	Number				Data		
Status							
	1030107R	1 Application	Application for	Initial		54.200	1030107R11.
	1	Enrollment	Individual Graded				pdf
		Form	Benefit Whole Life				
			Insurance Policy				



APPLICATION FOR INDIVIDUAL GRADED BENEFIT WHOLE LIFE INSURANCE POLICY

American National Insurance Company [P.O. BOX 696700 San Antonio, TX 78269]

ABOUT YOU			
Name:	E-r	nail:	
Address:			Apt
City:	Sta	te:	ZIP Code:
Home Phone:(
Social Security Number:	_ – Date of Birth: _	//	Female Male
Optional Secondary Addressee (for noti	fication of past due premiums): Na	ame:	
Address:	City:	State:	ZIP Code:
YOUR BENEFICIARY AND A	MOUNT OF COVERAGE		
Plan: [Graded Benefit Whole Life]	Amount: [\$10,000] [\$5,000] [\$3,000]	Other: \$
Beneficiary:	Re is named, payment will be made to the	ationship:owner's estate.	
Do you intend to replace, discontinue, o policy issued by any company in relatio	or change any existing life insurance on to your purchase of this product?	Yes	No
If Yes, name of company and policy nur	mber(s):		Amount
PAYMENT SELECTION			
I authorize the collection of premiums in	n accordance with the payment met	hod selected, unless instru	
	s from my checking or savings acco		eck.)
	my: Visa MasterCard Dis		Discover Account Number Exp. Date
3. Bill me. (Send no money now.)	,	visa, iviastercard or i	Discover Account Number Exp. Date 1
AGREEMENTS AND REPRE			
I represent the information above is true amount is payable if death occurs from 25% of the face amount during the first shall take effect until a policy is issued lifetime . To verify your identity and cominformation without notice only as permigather and manage personal information	sickness or natural causes during byear and 50% of the face amount d and the first premium is received ply with the USA Patriot Act, we manated by law. You may access and continue the sickness of the sickne	the first two years. The r uring the second year. I al ed by American National ay use third party informati rect your records and reque	educed benefit amount is equal to so understand that no insurance Insurance Company during my ion. We may disclose your personal est a detailed description of how we
FRAUD WARNING: Any person who offense and subject to penalties under states a loss or benefit or knowingly presents that and confinement in prison.	tate law. (AR): Any person who kn	owingly presents a false of	or fraudulent claim for payment of
Signature of Applicant: X		D	ate: X / / / Month Day Year

Company Tracking Number: 1030107R11

TOI: L071 Individual Life - Whole Sub-TOI: L071.201 Early Duration Reduced Benefit - Level

Premium - Any Policy Design

Product Name: 1030107R11

Project Name/Number: 1030107R11/1030107R11

Supporting Document Schedules

Item Status:	Status
	Date:

Satisfied - Item: Flesch Certification

Comments: Attachment:

1030107R11 Readability Certification.pdf

Item Status: Status

Date:

Bypassed - Item: Application

Bypass Reason: This is not a policy filing.

Comments:

Item Status: Status

Date:

Bypassed - Item: Life & Annuity - Acturial Memo

Bypass Reason: This is not a policy filing.

Comments:

Item Status: Status

Date:

Satisfied - Item: Cover Letter

Comments:
Attachment:
AR CL.pdf

Item Status: Status

Date:

Satisfied - Item: Statement of Variability

Comments:

Attachment:

Company Tracking Number: 1030107R11

TOI: L071 Individual Life - Whole Sub-TOI: L071.201 Early Duration Reduced Benefit - Level

Premium - Any Policy Design

Product Name: 1030107R11

Project Name/Number: 1030107R11/1030107R11

SOV 1030107R11.pdf

Item Status: Status

Date:

Satisfied - Item: Online and Telephone Screens

Comments:

Attachments:

Part 1 1030107R11-AR - Online Screens.pdf Part 2 1030107R11-AR - Online Screens.pdf GBL 10301-AR - Telephone Screens.pdf



READABILITY CERTIFICATION

We hereby certify that the following form(s), meet the requirements of the Readability Insurance Policies Act:

<u>Form</u>	Form Name	Scoring(s)
1030107R11	Application for Individual Graded Benefit Whole Life Insurance Policy	54.2

Rex D. Hemme

Senior Vice President & Actuary

Ruy D. Hanne

American National Insurance Company

9/30/2011



Tobie Brink, Life Policy Analyst III Product Development – Actuarial Home Office : One Moody Plaza, 14th Floor Galveston, Texas 77550 e-mail: tobie.brink@anico.com Phone: (409) 763-4661 x 4265 Fax: (409) 766-6933

September 30, 2011

Arkansas Insurance Department Compliance - Life and Health 1200 West Third Street Little Rock AR 72201-1904

RE: American National Insurance Company (NAIC: 60739 FEIN: 74-0484030) Filing Of:

1030107R11 Application for Individual Graded Benefit Whole Life Insurance Policy

SERFF Tracking Number: AMNA-127671489 Company Tracking Number: 1030107R11

Dear Reviewer:

Please find attached the above referenced reinstatement application for your department's review and approval. This is a previously approved form and will replace 10301-07 approved on 12/7/2010 via SERFF Tracking Number AMNA-126890683.

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This application will be used with Form GBL10(10) approved 12/7/2010 via SERFF Tracking Number AMNA-126890683.

Additional information/supporting documentation included in this submission is as follows:

- Statement of Variability
- Certificate of Readability
- Payment of any required filing fee
- Any requirement for a third party authorization has been bypassed, as this is not a third-party filing.

Sincerely,

TobleBrink

Tobie Brink Life Policy Analyst III



MEMORANDUM OF VARIABLE MATERIAL for 1030107R11

This memorandum was prepared for use with 1030107R11, the Application for Individual Graded Benefit Whole Life Insurance. 1030107R11 is an individual life insurance application used for the graded benefit product marketed through American National Insurance Company's direct marketing branch. Variable material contained in the application is denoted by the use of brackets and the variable fields are as follows:

ADDRESS: (Street and/or PO Box, City, State and Zip Code). This filed will display the physical address and/or the post office box to where the completed form may be mailed. This address will coincide with the appropriate receiving department.

PLAN: This field is pre-filled with a description of the product offered. The current range of simplified issue products is: Graded Benefit Whole Life

We certify that only approved products will be marketed via this application. An updated memorandum of variable material will be filed with an updated range with the addition of any new products for which this application can be used.

AMOUNT: Based on the Plan shown, the three most popular applied for face amounts (based on experience and/or market research) will be pre-filled as possible selections. A reasonable range for the displayed amounts, considering the above plan would be: (Min.) \$3,000 (Max) \$25,000.

Please note that the applicant is able to choose an amount other than those shown by checking the "Other" box, and filling in the desired dollar amount of coverage.

PAYMENT SELECTION - This section will be pre-filled with payment options in relation to the solicitation channel (i.e. General Mailings, Third party mailings with Banks, Credit Card Issuers and Mortgage companies)

For General Solicitations (non-third party mailings, Third party mailings where no inherent billing mechanism is provided or internet/phone applications) the following payment options are available:

- 1. Automatic monthly deductions from checking or savings account
- 2. Monthly charges to credit card (i.e., MC, VISA, DISCOVER)
- 3. Enclosed check or money order for initial monthly payment
- 4. Direct Bill (Send no Money Now)

For Third Party Solicitations where an inherent billing mechanism is present, appropriate billing authorization language will be provided subject to standards and language established by such Third party.

Payment/Authorization model language for a bank mailing might appear as follows:

"I understand that by signing this application, I authorize my premiums to be automatically deducted from my (insert Bank name) account once the policy is issued. All premiums for this coverage will be automatically deducted monthly from my account until I instruct otherwise."

CONSUMER DISCLOSURE STATEMENT - Within the Agreements section, the statement: "I have read the Consumer Disclosure on the Sale of Insurance accompanying this application." will only appear for those applications produced for the Bank Solicitation channel. The Consumer Disclosure on the Sale of Insurance is contained on the accompanying letter that is provided with the application when the product is solicited via banks and states the following:

- -Not Insured by FDIC
- -Not a Deposit of or Guaranteed by (Bank Name) or any Federal Government Agency or any (Bank Name) Affiliates.

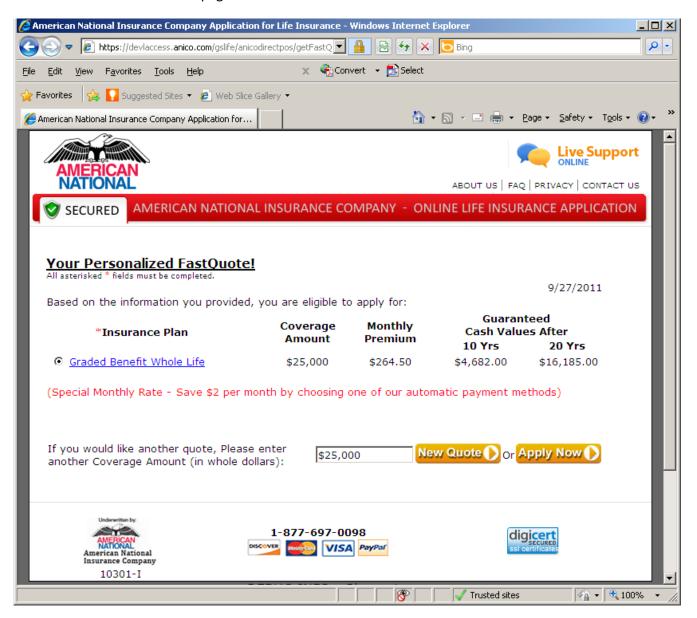
We certify that any change or modification to a variable item will be administered in accordance with your department's requirements regarding variable material, including any requirements for prior approval of a change or modification.

Get a Fast Quote page

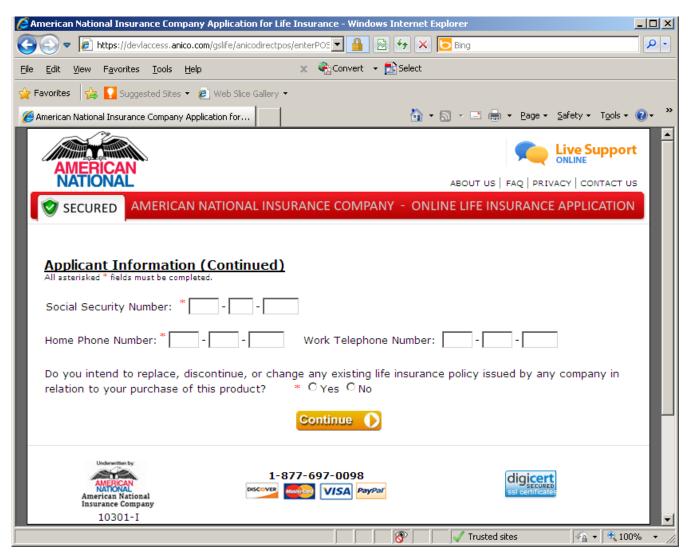
🥭 American National Insurance Company Applicati	on for Life Insurance - Windows Inter	net Explorer	_ X
→ https://devlaccess.anico.com/gslife/ani	icodirectpos/initProc.d 🔽 🔒 😥 🖘	X Bing	P -
File Edit View Favorites Tools Help	🗶 🍕 Convert 🔻 📆 Sele	ect	
rayorites Suggested Sites ▼ E Web Slice	e Gallery 🕶		
American National Insurance Company Application for		😘 • 🔝 • 🖪 • Page •	Safety + Tools + 🕡 + 🐣
AMERICAN		F	Live Support
NATIONAL		ABOUT US FAQ PRIVA	ACY CONTACT US
SECURED AMERICAN NATIONA	AL INSURANCE COMPANY -	ONLINE LIFE INSURANCE	APPLICATION
Get A FastQuote All asterisked * fields must be completed.			
First Name: *	Middle Initial:	Last Name: *	
Suffix:			
Primary Mailing Address: *			
City: *	State: *	▼	
Zip:* -			
Gender: * C Male C	Female		
Date of Birth: *	v / v / v		
E-Mail Address: *			
Work Telephone Number: -	- Home Telephone	Number: *	
Coverage Amount* (in whole dollars)			
	Get Quote ()		
AMERICAN NATIONAL American National Insurance Company 10301-I	1-877-697-0098 VISA PayPar	digicert 6 12-27-2012	
Done		✓ Trusted sites	√ + € 100% →
)) 0	, , , , ,	///

Suffix: I, II, III, IV, V, Jr., Sr.
State: All 50 states including D.C.
Date of Birth: Month: January – December; Days: 1 – 31; Year: 1924 – 2010

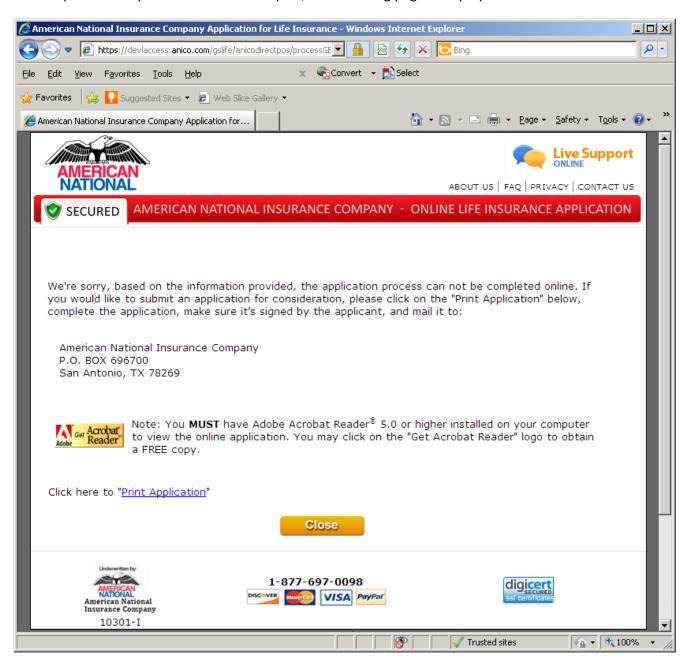
Your Personalized Fast Quote page



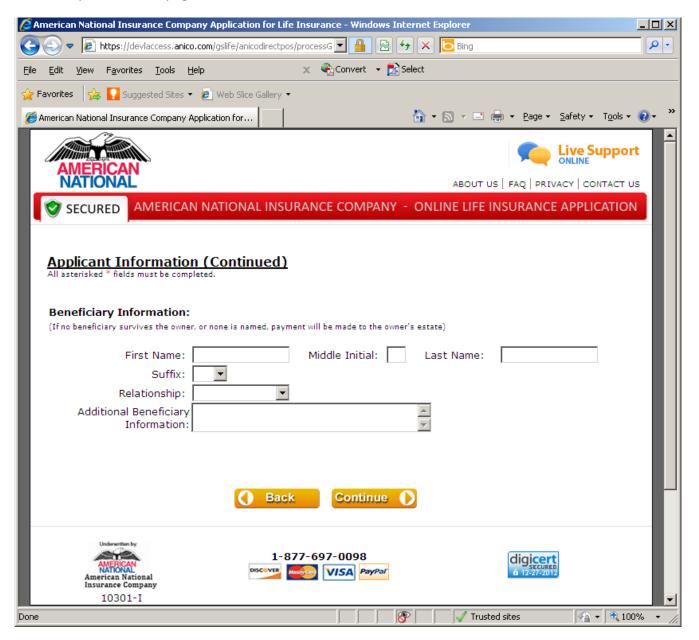
Applicant Information page



If the replacement question is answered "yes", the following page is displayed



Beneficiary Information page



Suffix: I, II, III, IV, V, Jr., Sr.

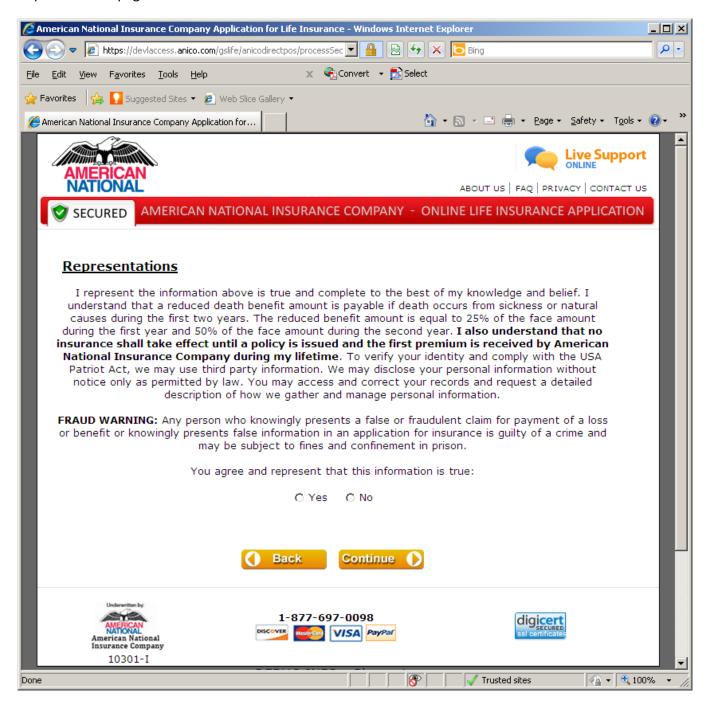
Relationship: Son, Daughter, Brother, Father, Sister, Father-in-law, Brother-in-law, Sister-in-law, Grandson, Granddaughter, Mother, Niece, Nephew, Other, Spouse, Child, Parent, Mother-in-law, Estate, Fiance

Secondary Addressee

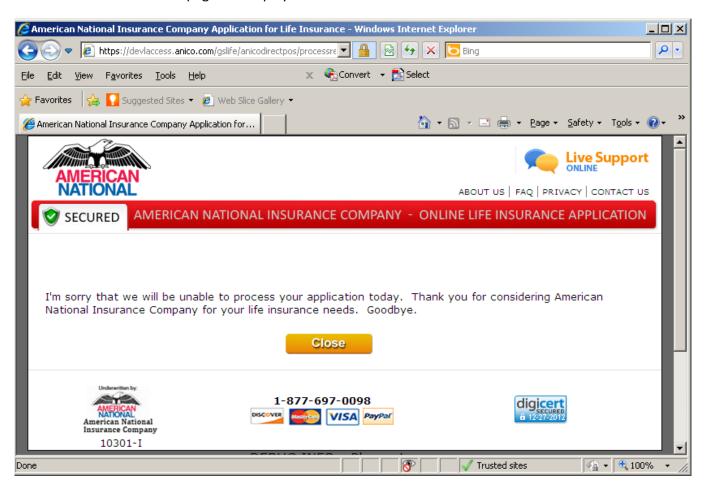
American National Insurance Company Application for Life Insurance - Windows Internet Explorer		
G → https://devlaccess.anico.com/gslife/anicodirectpos/processC 👤 🔒 🔯 🛠 🔼 Bing	P -	
File Edit View Favorites Tools Help		
Favorites Suggested Sites ▼ 🔊 Web Slice Gallery ▼		
	? → **	
Live Support		
NATIONAL ABOUT US FAQ PRIVACY CONTACT U	3	
SECURED AMERICAN NATIONAL INSURANCE COMPANY - ONLINE LIFE INSURANCE APPLICATION		
	-	
Applicant Information (Continued) All asterisked * fields must be completed. You may name an optional Secondary Addressee to receive notification of past due premiums on your policy. Secondary Addressee:	ı	
First Name: Middle Initial: Last Name:		
Suffix:		
Mailing Address:		
City: State:		
Zip: -		
Gontinue D		
1-877-697-0098 AMERICAN NATIONAL American National Insurance Company 10301-I		
Done		

Suffix: I, II, III, IV, V, Jr., Sr. **State**: All 50 states including D.C.

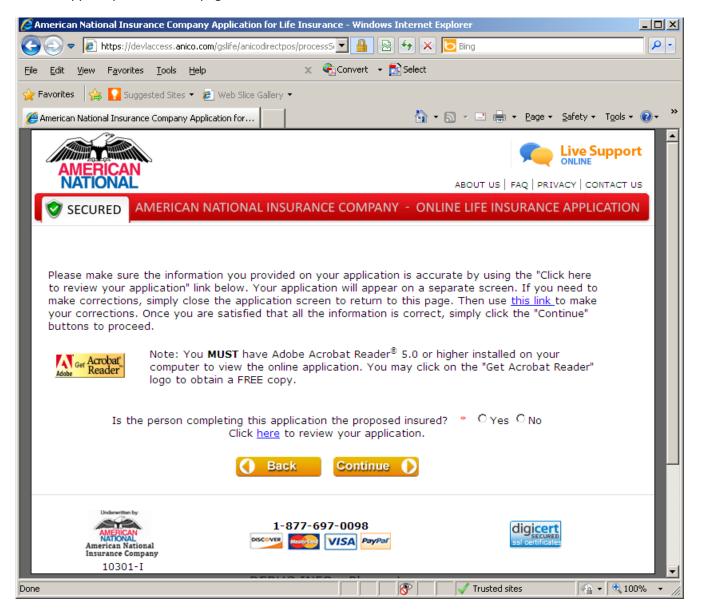
Representation page



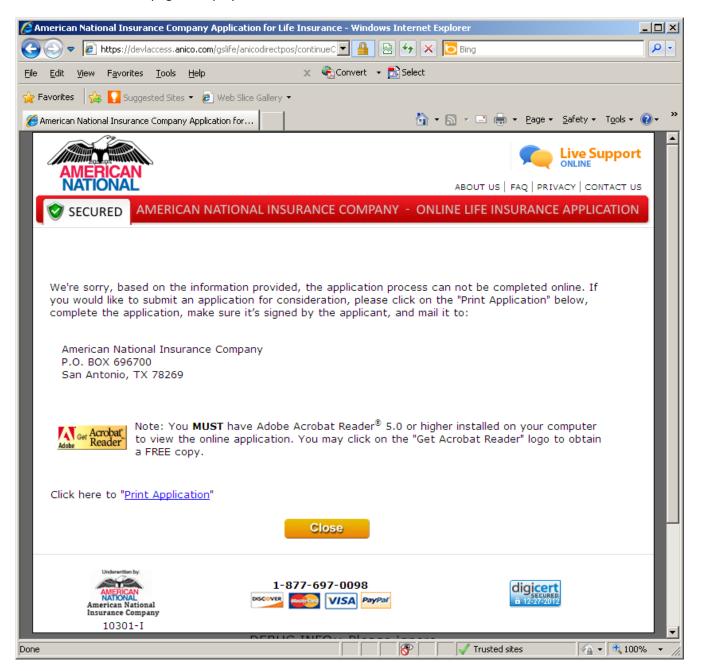
If "no" is selected then this page will display



Review App/Proposed Insured page



If "No" is selected this page is displayed

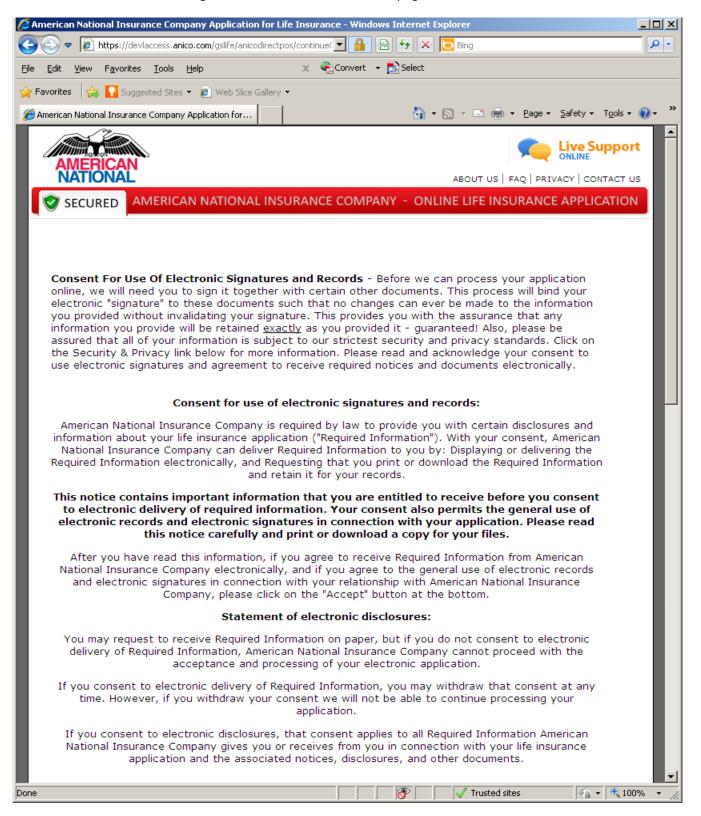


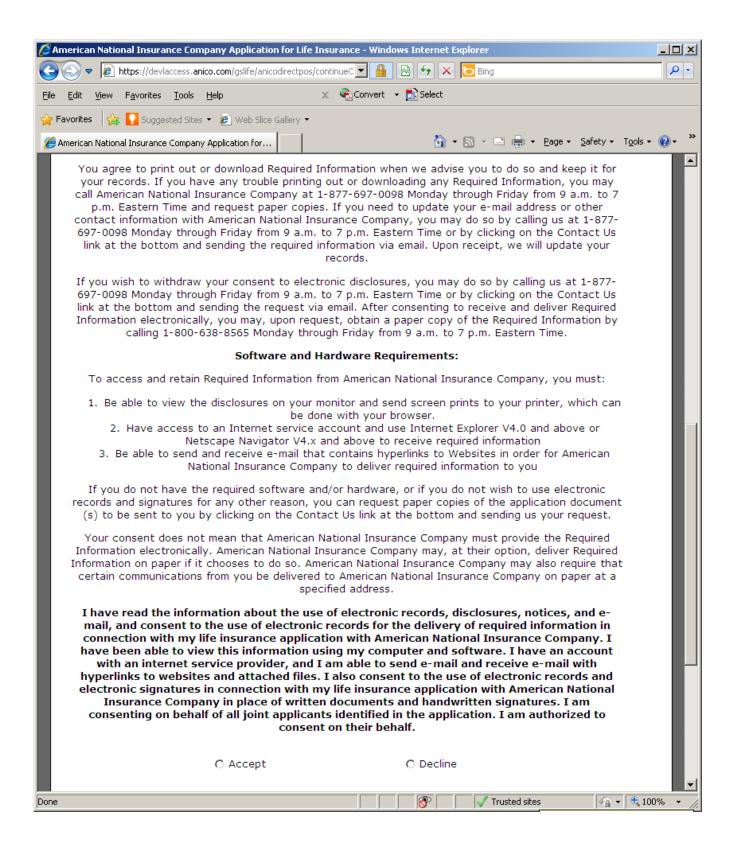
Change of Address Information page

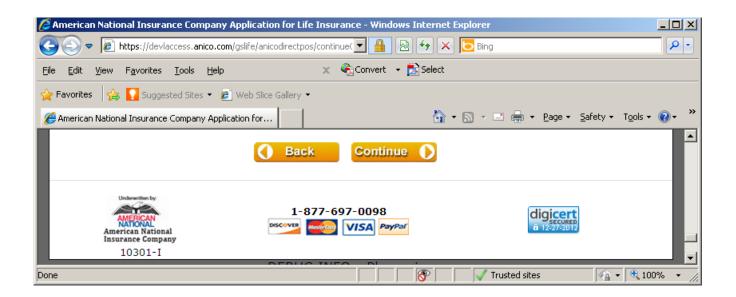
🌽 American National Insurance Company Application for Life Insurance - Windows Internet Explorer	_
G → https://devlaccess.anico.com/gslife/anicodirectpos/continueO	P -
File Edit View Favorites Tools Help × €Convert → Select	
A Favorites Suggested Sites ▼ B Web Slice Gallery ▼	
American National Insurance Company Application for	T <u>o</u> ols ▼ ② ▼ **
AMERICAN NATIONAL ABOUT US FAQ PRIVACY CONT	FACT US
SECURED AMERICAN NATIONAL INSURANCE COMPANY - ONLINE LIFE INSURANCE APPLICATION	ATION
Change of address information	
Salutation: * 🔻	_
First Name: * Middle Initial: Last Name: *	
Suffix:	_
Primary Mailing Address: * City: * State: AR Zip: * -	_
Work Telephone Number: Home Telephone Number: *	_
(Back Continue)	
1-877-697-0098 AMERICAN ANTONAL American National Insurance Company 10301-I	
↑ Trusted sites	100% - //

Salutation: Dr., Mr., Mrs., Ms Suffix: I, II, III, IV, V, Jr., Sr.

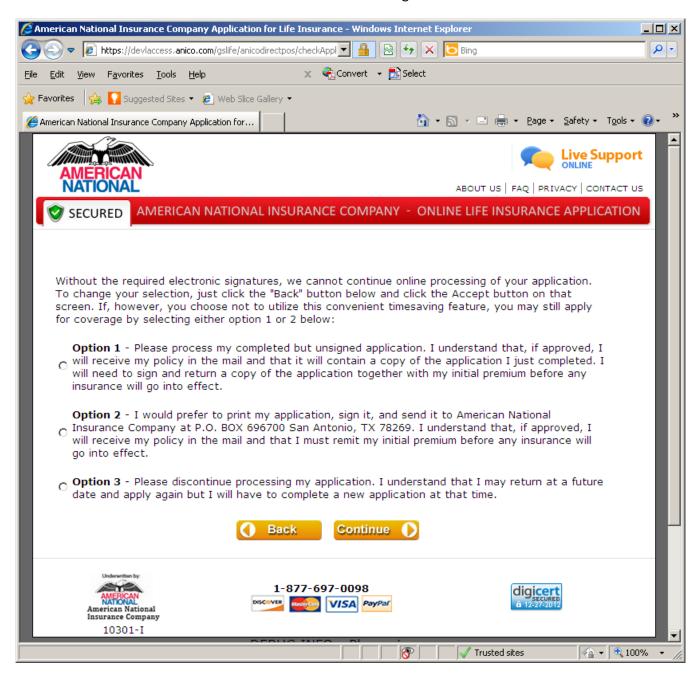
Consent for Use of Electronic Signatures and Records Disclosure page



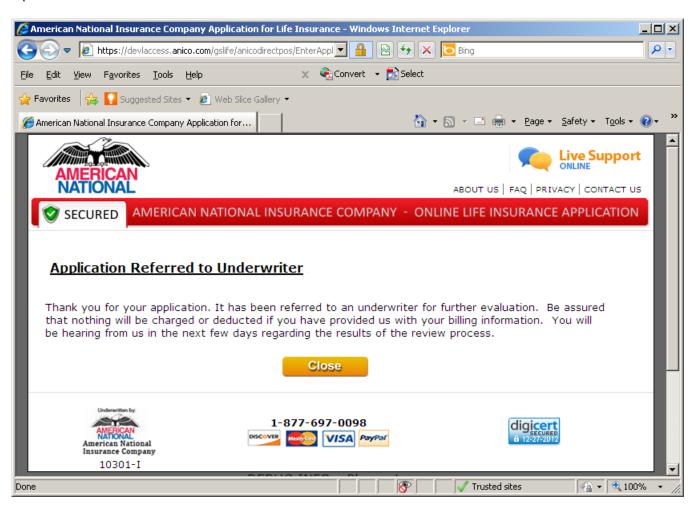




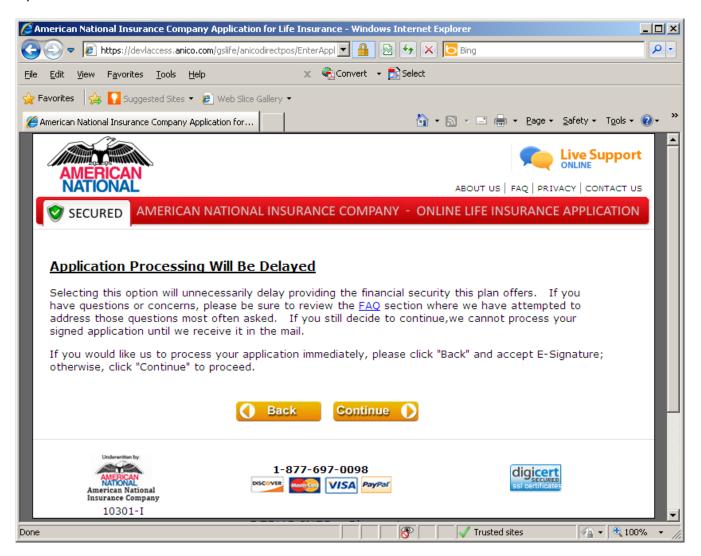
If "Decline" is selected to the "Consent for Use of Electronic Signatures and Records" disclosure



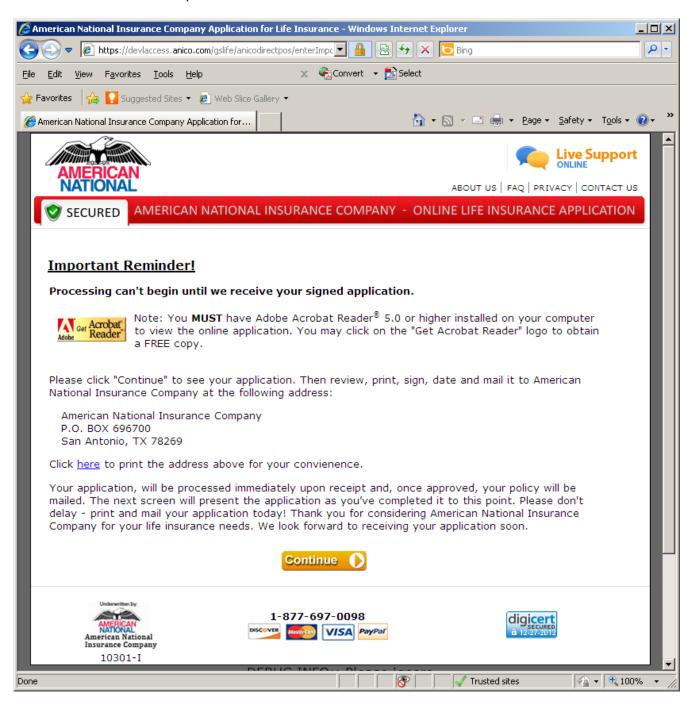
Option 1



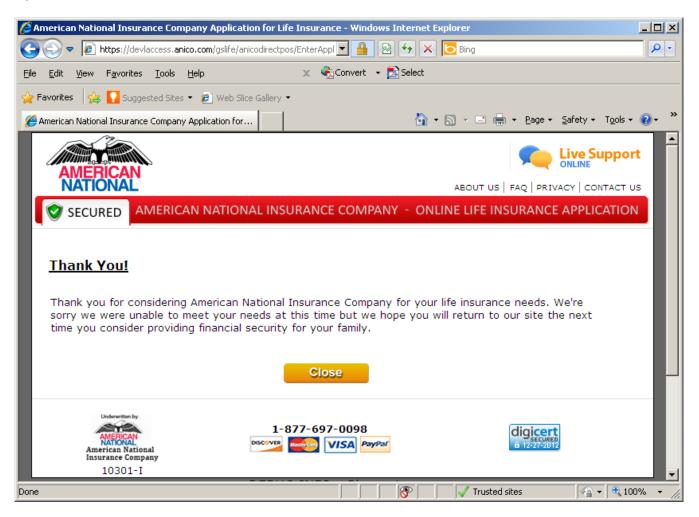
Option 2



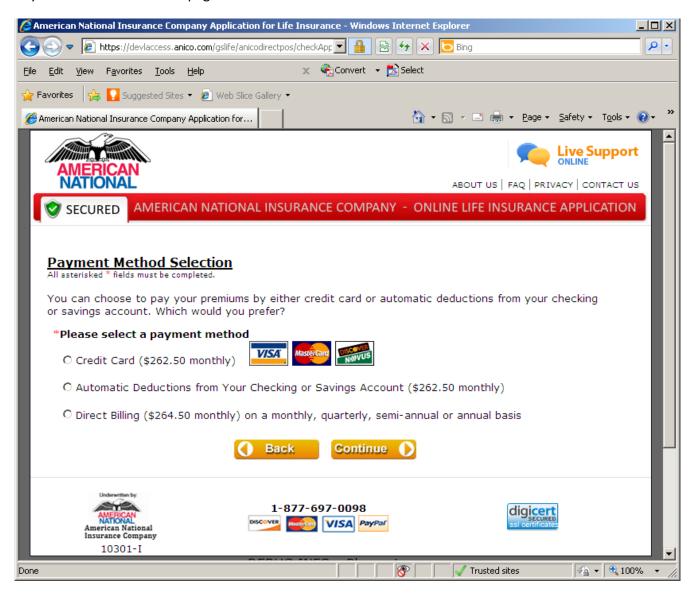
If continue is clicked from option 2



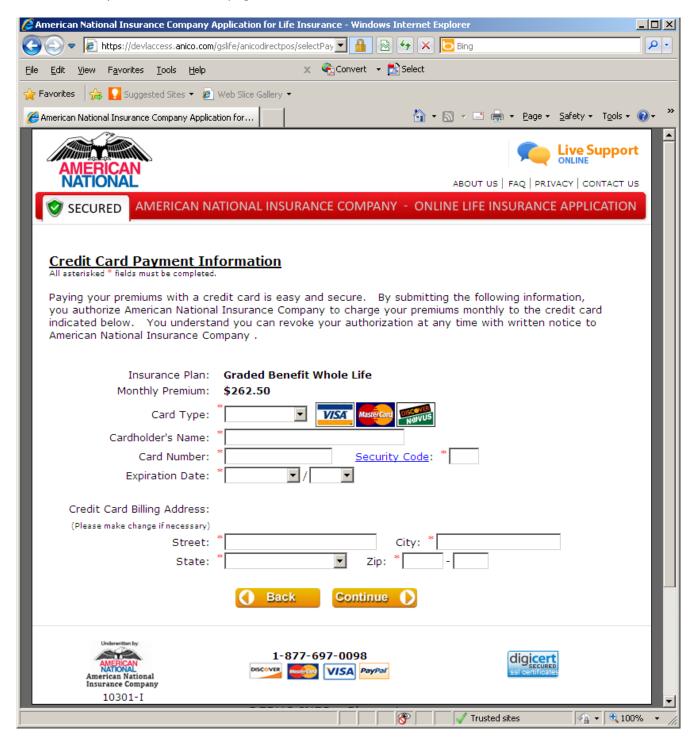
Option 3



Payment Method Selection page



Credit Card Payment Information page



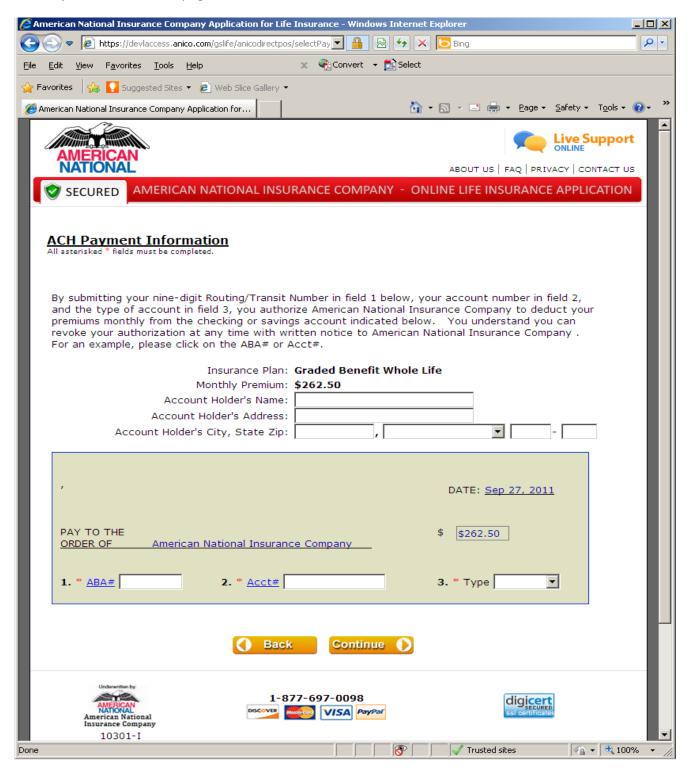
Card Type: MasterCard, Visa, Discover

Month: January - December

Year: 2010 - 2015

State: All 50 states including D.C.

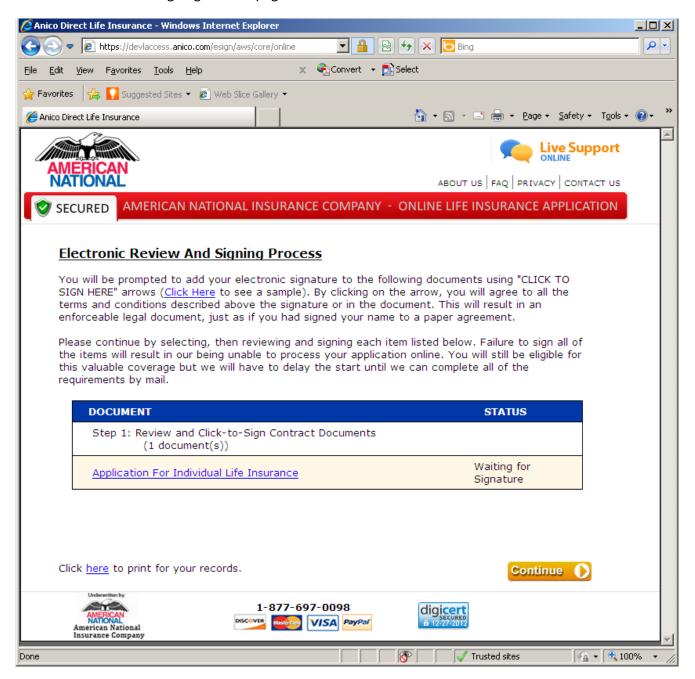
ACH Payment Information page



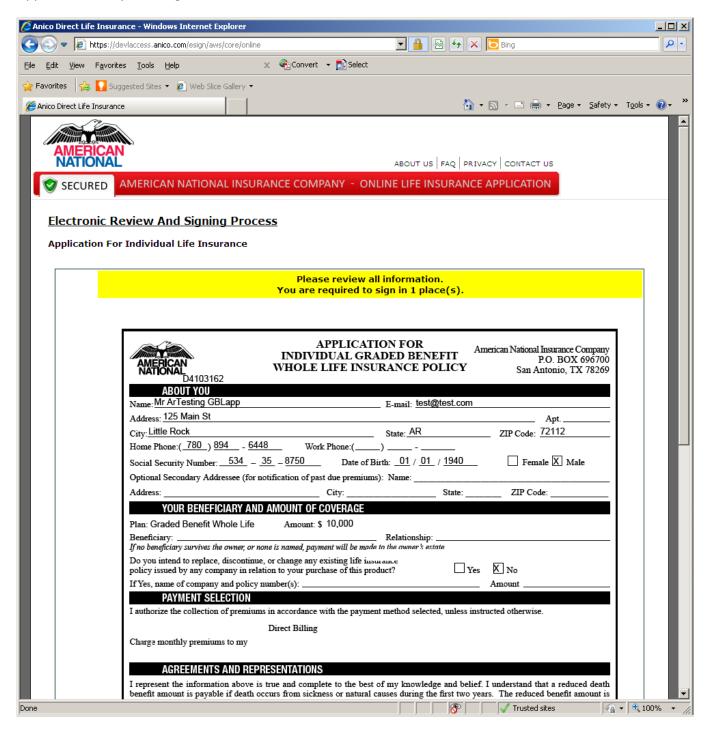
State: All 50 states including D.C.

Type: Checking, Savings

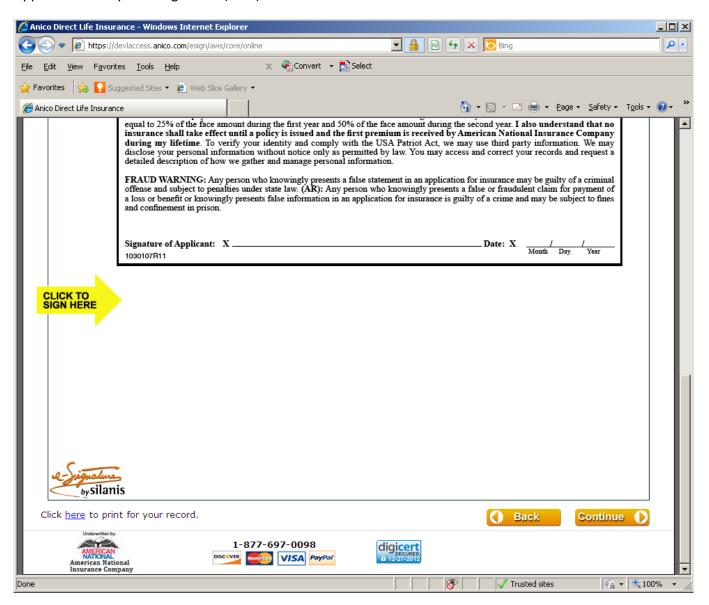
Electronic Review and Signing Process page



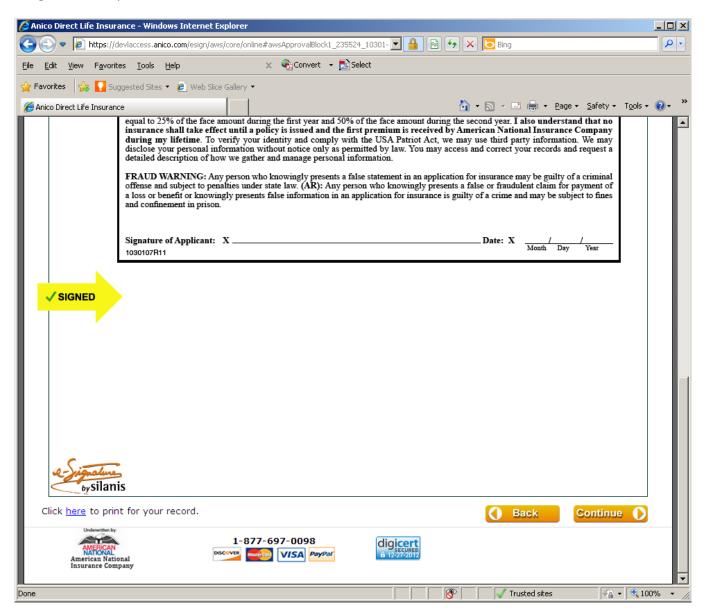
Application ready for E-Signature



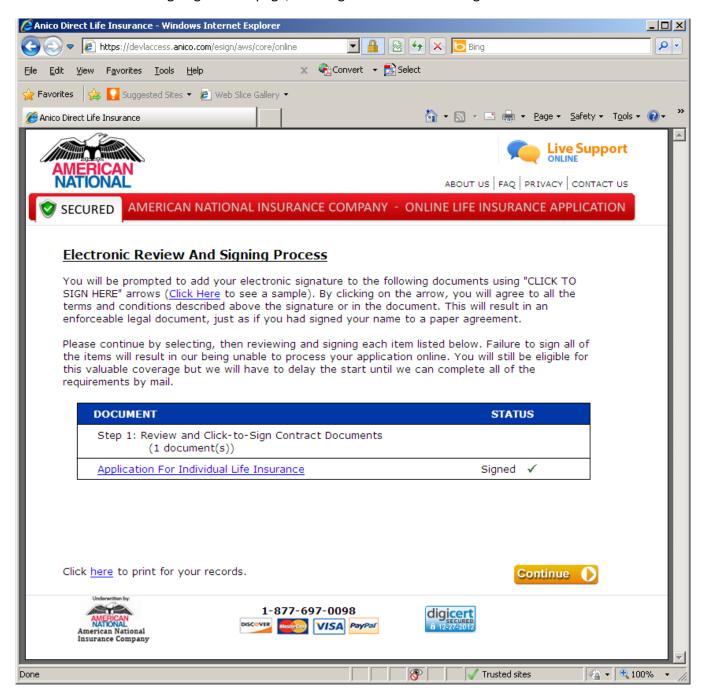
Application ready for E-Signature (cont)



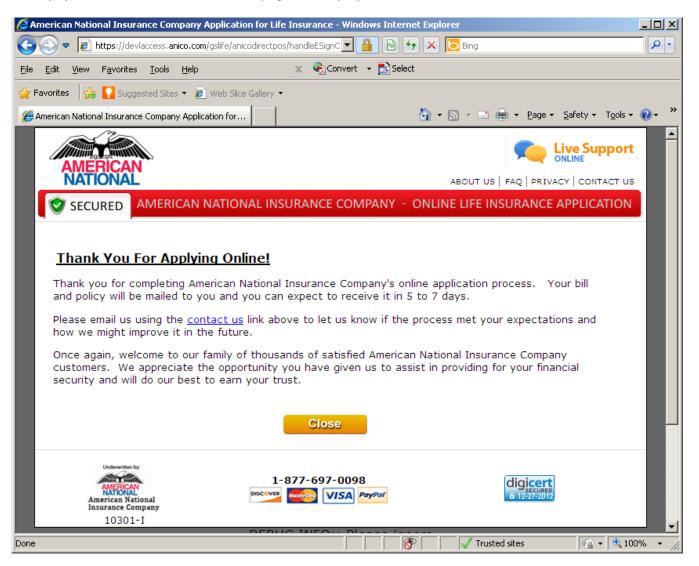
E-Signature completed



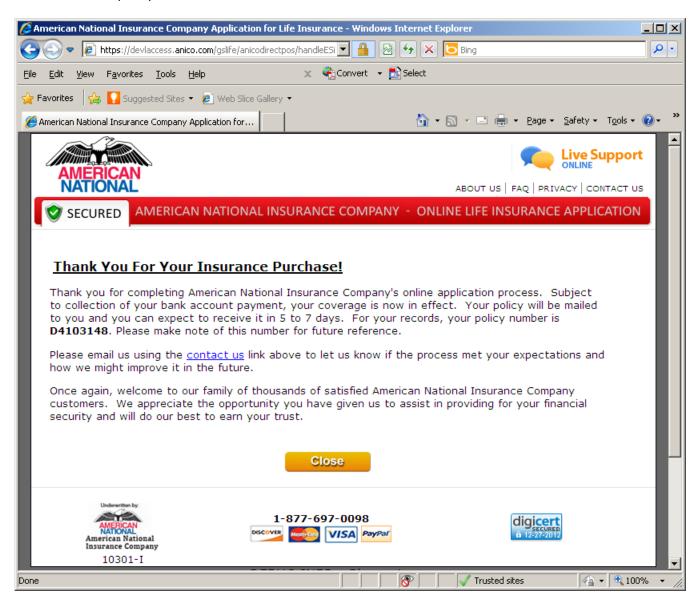
Electronic Review and Signing Process page, showing all documents are signed



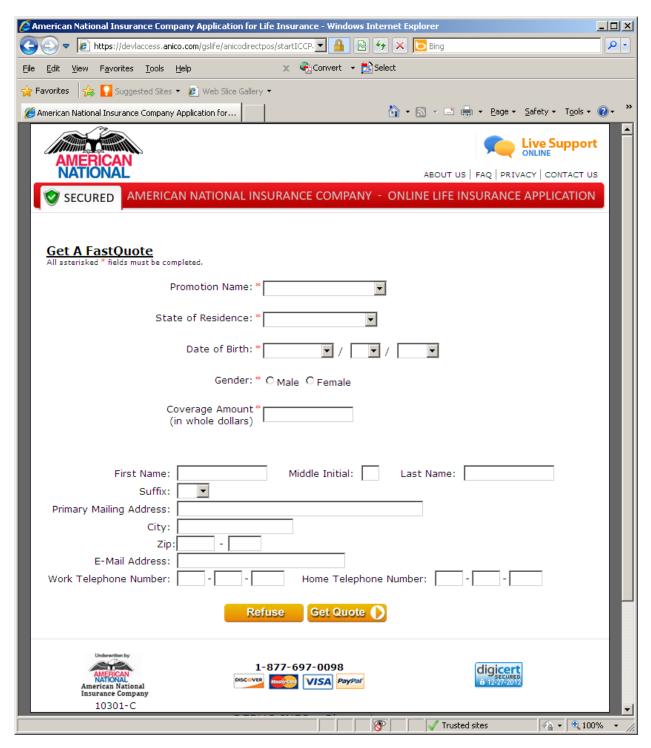
If the payment method is direct bill this page will display



If payment has been received by either credit card or ACH this page will display along with the customer's new policy number.



Get a Fast Quote page

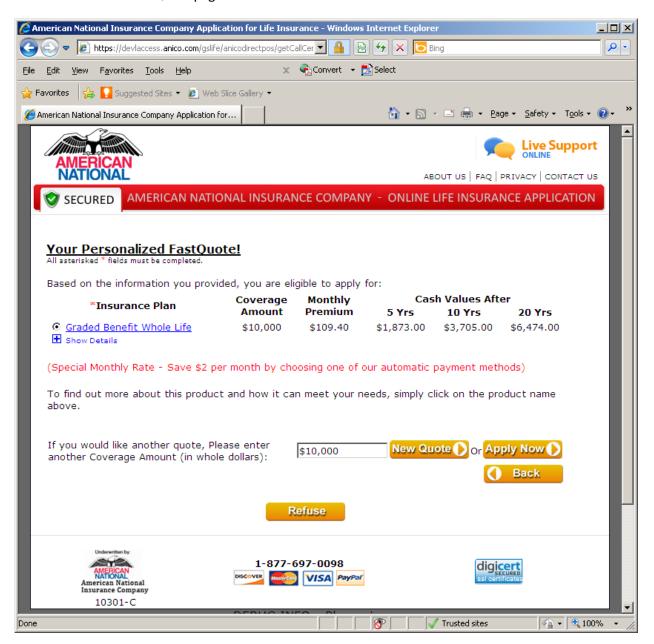


Promotion Name: Company marketing promotions

State: All 50 states including D.C.

Date of Birth: Month: January – December; Days: 1 – 31; Year: 1924 – 2010

Your Personalized Fast Quote page

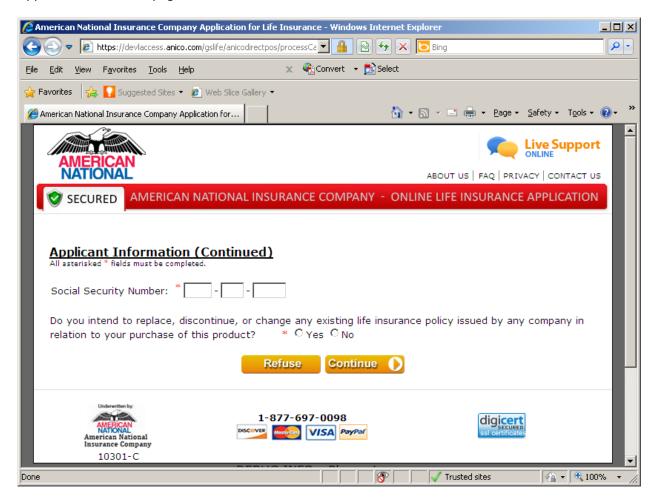


Get a Fast Quote page (cont)

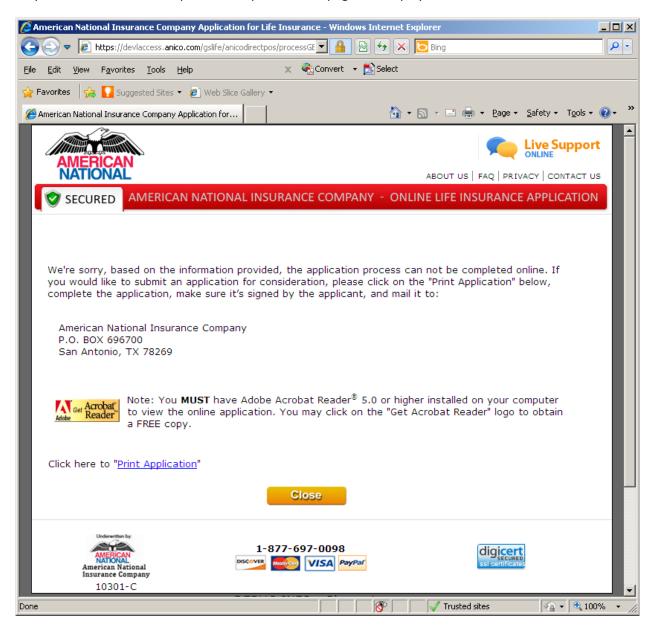
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Suffix: I, II, III, IV, V, Jr., Sr. **State**: All 50 states including D.C.

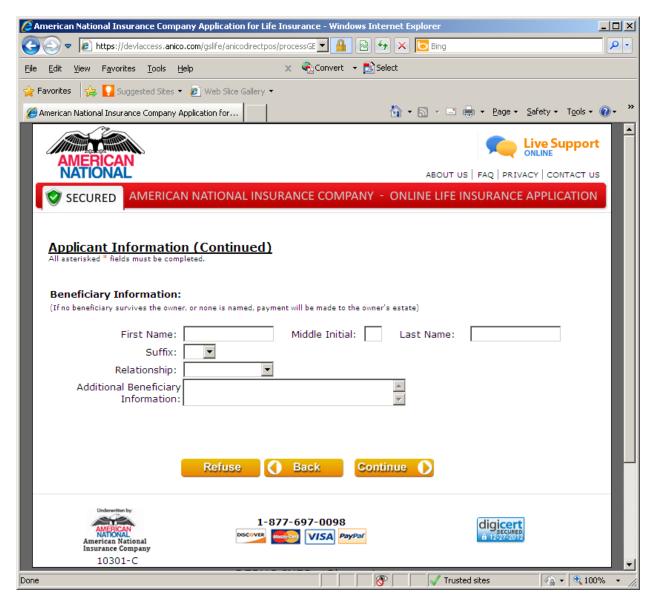
Applicant Information page



If "yes" is selected to the replacement question this page will display



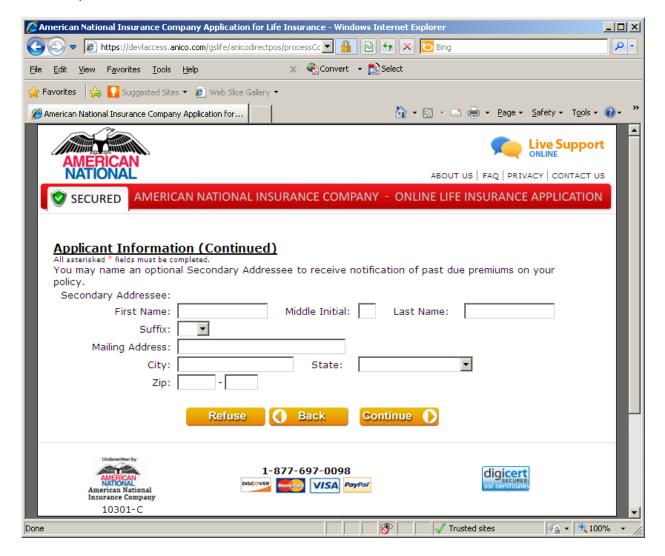
Beneficiary Information page



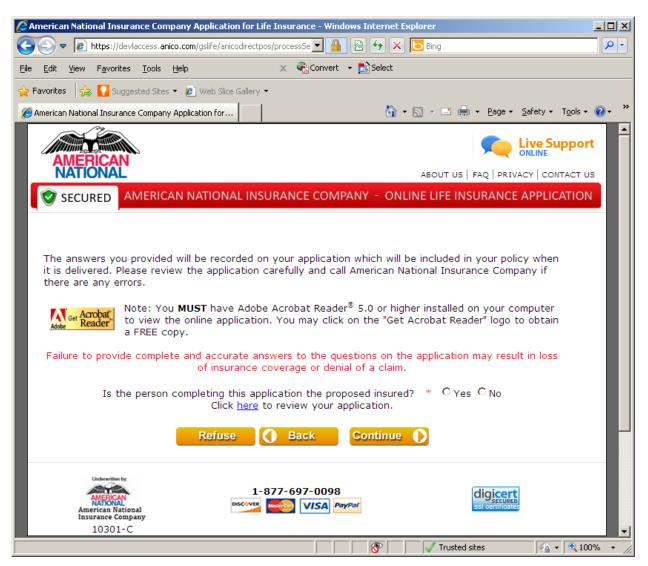
Suffix: I, II, III, IV, V, Jr., Sr.

Relationship: Son, Daughter, Brother, Father, Sister, Father-in-law, Brother-in-law, Sister-in-law, Grandson, Granddaughter, Mother, Niece, Nephew, Other, Spouse, Child, Parent, Mother-in-law, Estate, Fiance

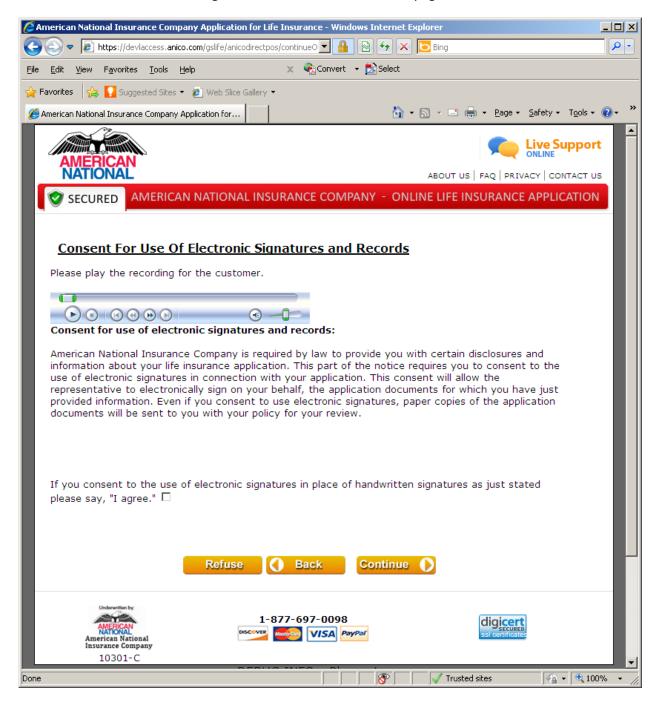
Secondary Addressee



Proposed Insured page

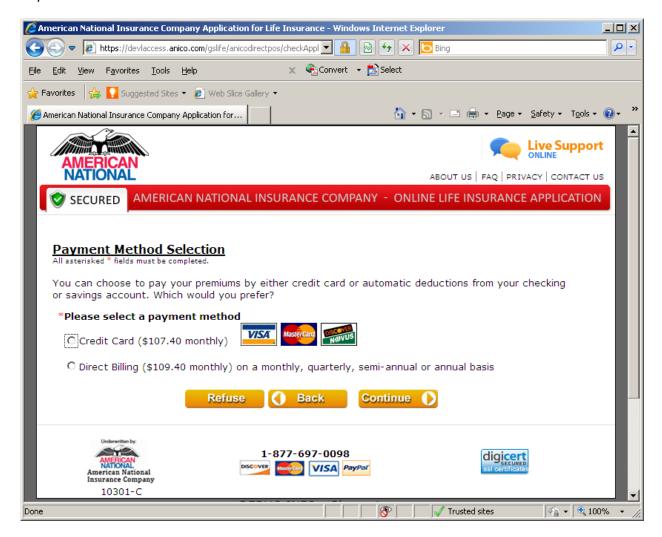


"Consent for Use of Electronic Signatures and Records" disclosure page

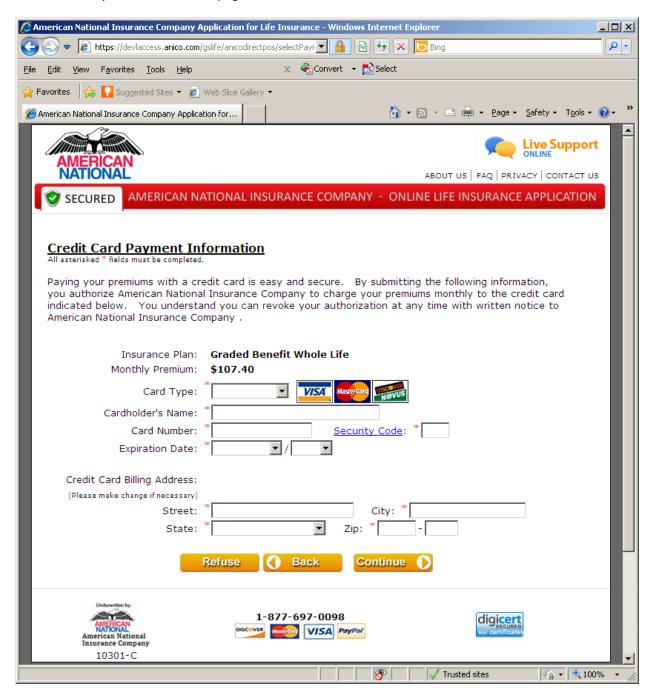


By checking the box above the database is updated with a "yes" that the customer has accepted the disclosure.

Payment Method Selection



Credit Card Payment Information page



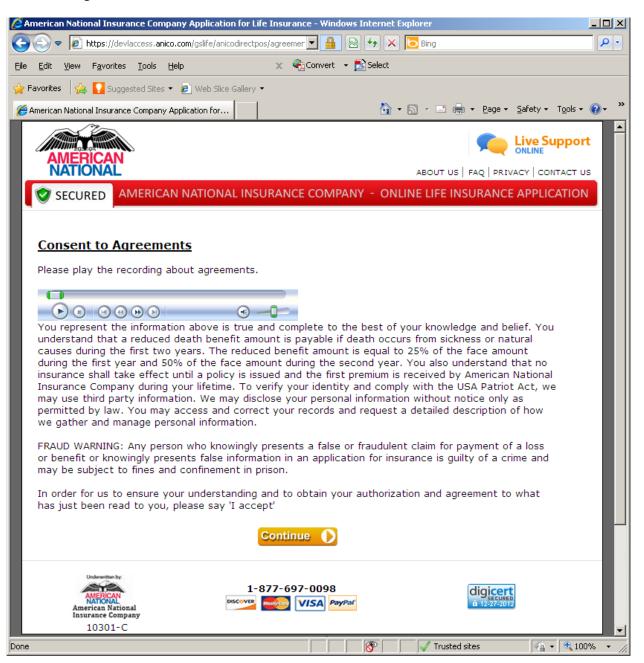
Card Type: MasterCard, Visa, Discover

Month: January - December

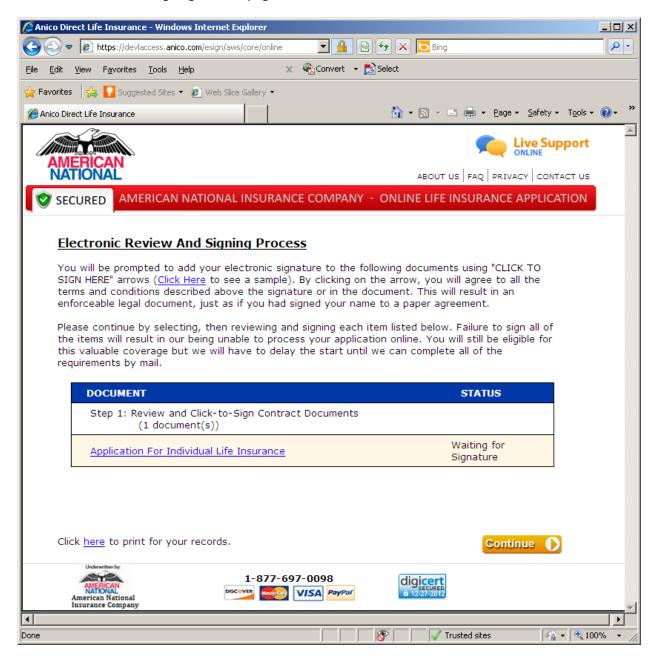
Year: 2011 - 2016

State: All 50 states including D.C.

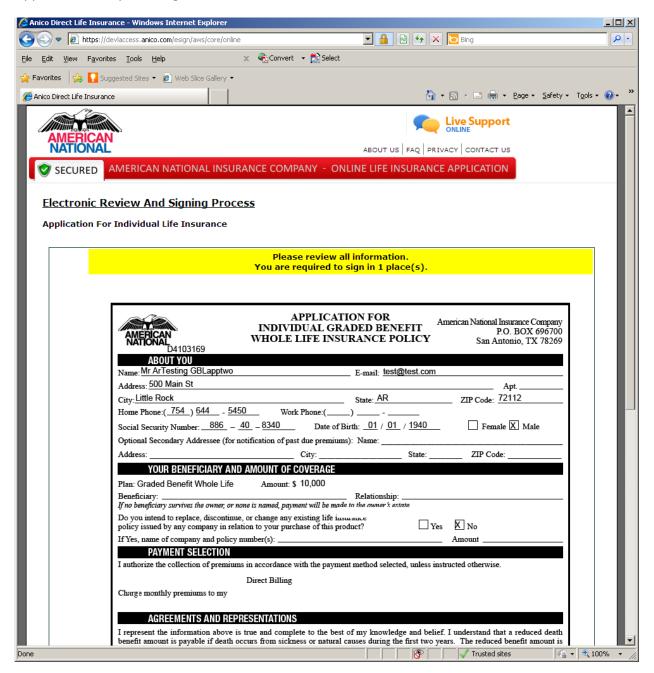
Consent to Agreements



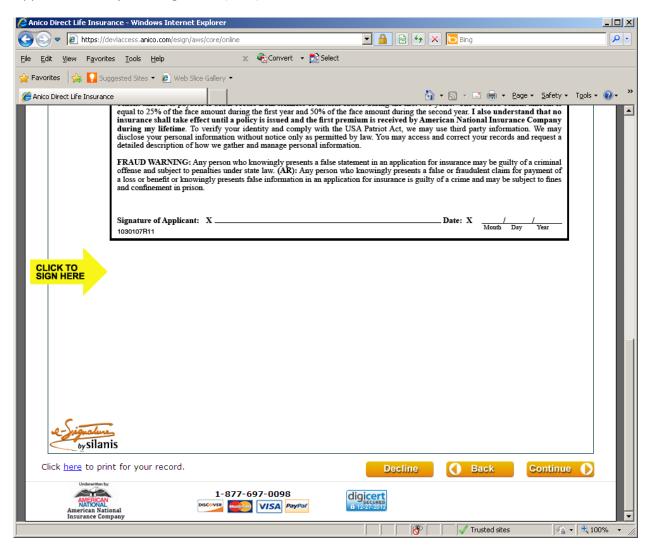
Electronic Review and Signing Process page



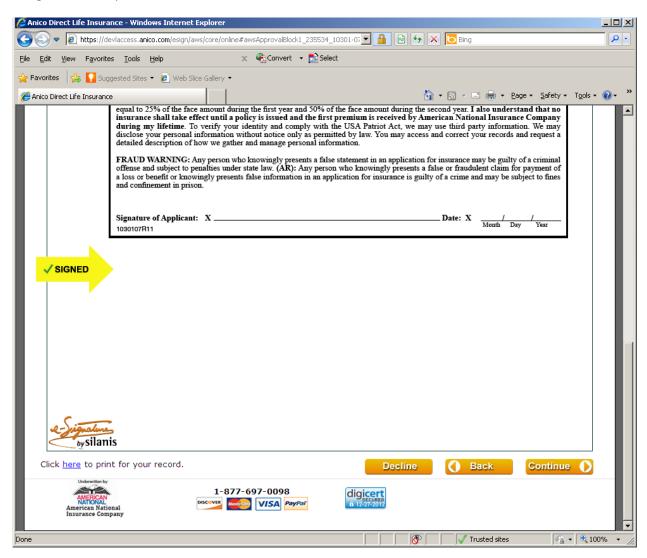
Application ready for E-Signature



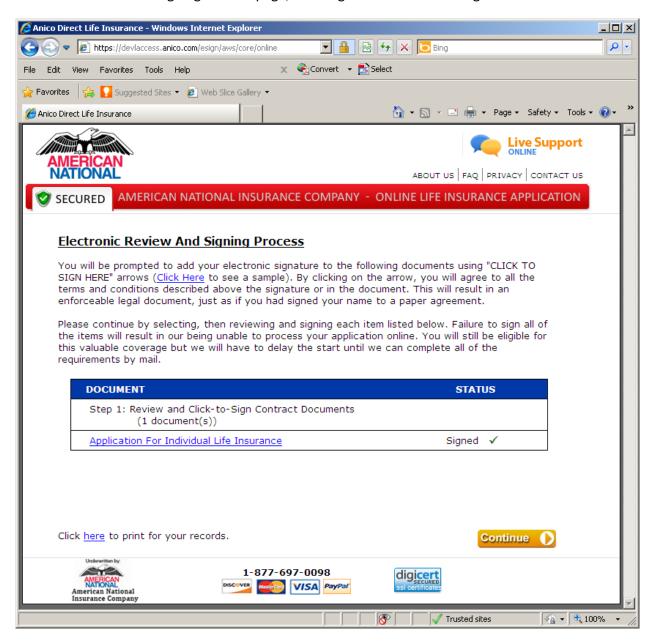
Application ready for E-Signature (cont)



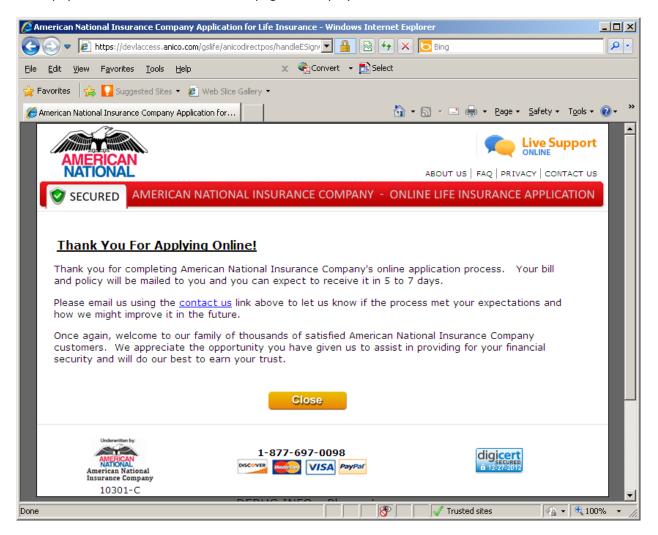
E-Signature completed



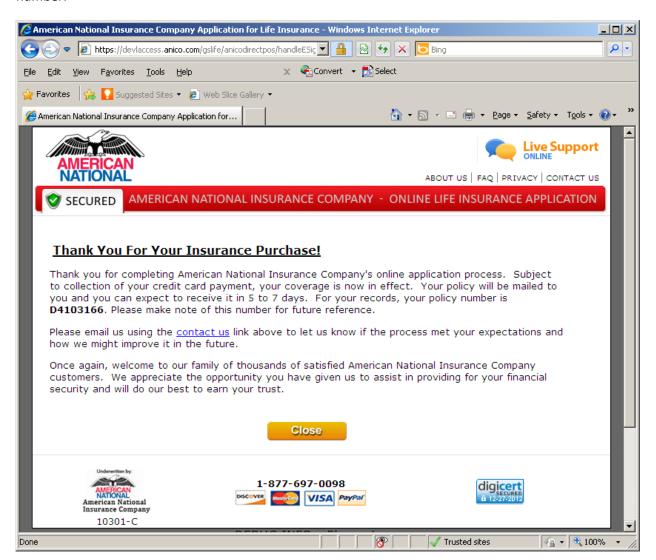
Electronic Review and Signing Process page, showing all documents are signed



If the payment method is direct bill this page will display



If payment has been received by credit card this page will display along with the customer's new policy number.



SERFF Tracking Number: AMNA-127671489 State: Arkansas
Filing Company: American National Insurance Company State Tracking Number: 49964

Company Tracking Number: 1030107R11

TOI: L071 Individual Life - Whole Sub-TOI: L071.201 Early Duration Reduced Benefit - Level

Premium - Any Policy Design

Product Name: 1030107R11

Project Name/Number: 1030107R11/1030107R11

Superseded Schedule Items

Please note that all items on the following pages are items, which have been replaced by a newer version. The newest version is located with the appropriate schedule on previous pages. These items are in date order with most recent first.

Creation Date:

Schedule Schedule Item Name

Replacement
Creation Date

10/06/2011

Supporting Online and Telephone Screens
Document

Online Screens.pdf
Part 2 1030107R11-AR Online Screens.pdf